

# MOST SENSATIONAL SALE OF THE AGE!

The greatest Sale ever held in Florida. The entire up-to-date stock of I. M. Meyer Company at the mercy of the People for ten days, which began Wednesday, Dec. 13th, at 9 a. m. sharp.

The entire stock of the I. M. Meyer Company, Palatka, Florida, consisting of \$40,000 worth of the world's highest grade Clothing, Furnishings and Hats is thrown on the market to be sold regardless of actual cost or former prices. Sale lasts until Christmas Eve.

Thousands of Dollars worth of suitable Christmas apparel can be given as presents at less than half the usual cost at the Sale of I. M. Meyer Company's stock, which began Dec. 13th, at 9 a. m.

## COLOSSAL! STUPENDOUS! GIGANTIC!

A bona fide Sensational offer whereby \$40,000 worth of Men's wearing Apparel will be sold at unheard of ridiculous prices. Never before in the records or memory of man has such high-class merchandise been offered during the pre-Christmas period at such ridiculous prices. Everyone knows I. M. Meyer Company's qualities are the best to be had in the Southland. But we are terribly overstocked and must unload regardless of the consequences; hence the littleness of our prices will stagger the imagination, annihilate competition and pass beyond description.

### Be on Hand and Get Your Share of the Bargains!

Music during the Sale. A sale that will blaze a trail through the tangled masses of competition, annihilating regular prices without cessation. It is a question of raising the cash and not an effort to make a single cent's profit.

**MEN! MEN!! MEN!!!** The greatest values on earth stare you in the face. The important question is, can you, dare you, in justice to yourself, afford to overlook such an opportunity? The wreckage of values is complete. It will pay you to come a hundred miles to attend this sale.

**A SQUARE DEAL TO ALL. One Price to All.** Everything marked in plain figures, and every dollar's worth must be sold **IN TEN DAY'S TIME.** Don't hesitate. Don't falter. Come to the Opening; come every day.

#### Men's Clothing at Sensational Prices.

We show no mercy to prices in this department. Thousands of dollars worth of the celebrated Strouse Bros. clothing that are strictly hand tailored and equal to the custom work at double the price. Price quoted for the next ten days less half than regular.

250 Men's Suits made of strictly all wool fancy worsted and cheviot and tweed in a grand range of mixtures, the like of which you have never seen in Palatka, regularly priced at \$10. Sensational Sale Price... **\$4.98**

200 Men's fancy worsted and cassimere suits, made in the height of fashion, coats in single or double-breasted styles, hand made, trimmed and finished, regular \$12 values. They cannot be duplicated for the price in the State of Florida. Sensational Sale Price... **\$6.98**

250 extremely handsome, very fine quality worsted and cheviot suits, standard make and unimpeachable for patterns and fit, regular values \$15. Sensational Sale Price... **\$8.98**

#### \$20 Suits at \$12.49.

It is a well known fact that the suits sold by I. M. Meyer Co. for \$20 are the best values to be had for the money. This fine embraces all the 1925 novelties made in the approved styles. Long coats with close fitting collars, all age hand made garments, tailored to perfection. Complete assortment of sizes, grand panorama of styles and color effects. Sensational Sale Price... **\$12.49**

This is a grand collection of suit creations, in which perfection of fit vies with excellence of style in a variety of distinct novelty patterns, including all the popular overcoats. Dark worsted tweeds, mixtures and plain worsteds unimpeachable in the State of Florida at any price much less than our regular prices. \$22 and \$25 values. Sensational Sale Price... **\$14.98**

200 Youth's Suits representing a grand bargain for Christmas suits for the boy who wears long pants. No more after these are gone. Regular values up to \$8.50. Sensational Sale Price... **\$3.47**

150 Youth's Suits, splendid makes, elegant quality fabric. Regular values up to \$13.50. Sensational Sale Price... **\$7.48**

#### Overcoats at Sensational Prices.

Full length Overcoats, plain or strapped back, in black, melton or fancy cheviot. Regular values \$10. Sensational Sale Price... **\$5.67**

Men's Overcoats, made of splendid quality fabric, cut the latest way in various lengths. Regular values \$15.00. Sensational Sale Price... **\$7.98**

Cheviot Coats, as well as very heavy belted or padded coats for men, also small Chesterfield styles. Regular values \$18. Sensational Sale Price... **\$11.98**

Men's Overcoats representing the very finest imported buyers, melton and Viennas. Regular values up to \$25. Sensational Sale Price... **\$14.98**

#### Over 10,000 Pairs of Trousers.

to be sold in this sensational sale in ten days' time at less than you can buy the cloth alone for today.

2000 pairs of Men's Trousers, regular values \$1.50. Sensational Sale Price... **70c**

2000 pairs of Men's Trousers of a swell line of fabrics in fashionable designs, correctly made. Positively worth \$2.50 a pair. Sensational Sale Price... **1.50**

250 pairs of Men's worsted and cassimere trousers in most every size up to 50-inch waist measure. Regular values \$3 a pair. Sensational Sale Price... **1.88**

\$3.48 instead of \$6 for Men's fine worsted trousers. This includes the most desirable domestic and imported productions. Fabrics of the most dependable character, color effects in such a variety that satisfaction is assured. While the finish is the kind that bears the stamp of the highest art tailoring. 300 pairs included in this line. Sensational Sale Price... **3.68**

#### Boys' Suits and Furnishings at Sensational Prices.

A chance to save over 50 per cent in outfitting the boy. 150 Children's Knee Pants in pretty, nobby patterns. Regular values \$1.75 a suit. Sensational Sale Price... **89c**

350 Children's Suits cut the latest way, sewed extra strong with silk thread. All sizes for the little tots as small as 2½ years and as large as 16 years. Former price up to \$1 a suit. Sensational Sale Price... **1.79**

105 Children's Suits all ages, representing strictly all wool fabrics of the very best makes. Regular values up to \$4. Sensational Sale Price... **2.19**

250 Children's Suits in strictly the very best quality fancy cheviot and worsteds, also plain blue serges in any style the mind can conceive. Regular values up to \$6. Sensational Sale Price... **3.89**

500 doz "Mother's Friend" Shirt Waists for boys, made of fine percale. Former prices up to 75c. Sensational Sale Price... **38c**

100 pairs of Knee Pants goat, per pair, 19c, worth 40c. 200 pairs of Knee Pants goat, per pair, 37c, worth 75c. Men's Hats at a value saving that has never been equalled. If low prices will sell these goods, there will not be a single dollar's worth left at the conclusion of this sale.

250 Men's Felt Hats in black and brown, strictly up-to-date styles. Regular values up to \$1.75. Sensational Sale Price... **95c**

500 Men's fine quality Felt Hats in strictly the newest, nobby shapes. Regular \$2.50 values. Sensational Sale Price... **1.49**

Men's strictly swell fine quality Nutria Felt Hats in soft or stiff shapes. Regular values up to \$3.50. Sensational Sale Price... **1.99**

#### Men's Shirts at Less than the Material Costs to Make Them.

500 Men's Negligee Shirts, made of fine percale, fast colors. They come in neat black and white designs, with cuffs detached. Shirts that never sold before for less than 75c. Sensational Sale Price... **39c**

Men's Negligee Shirts, made of good madras, pretty patterns, all sizes. Regular values \$1 each. Sensational Sale Price... **69c**

100 dozen Negligee Shirts in a grand ensemble of dependable effects. Regular values up to \$1.50. Sensational Sale Price... **89c**

55 dozen Men's Negligee Shirts, embracing all the very dry staple patterns that are shown today. Regular values up to \$2. Sensational Sale Price... **1.14**

#### Christmas Neckwear Slaughtered Beyond Recognition.

Beautiful assortment of four-in-hands that I. M. Meyer Co. have been noted for selling at 50c. Sensational Sale Price... **19c**

75c values four-in-hand or string ties, Sensational Sale Price... **39c**

\$1 values in Ascots, Imperial and Four-in-hands, strictly swell novelties. Sensational Sale Price... **69c**

#### Suspenders at Prices in Keeping With this Great Sensational Sale.

75 dozen Men's Suspenders worth 20c, sale price... **9c**

All of our popular 50c Suspenders, sale price... **19c**

All of our popular 75c Suspenders, sale price... **39c**

#### Collars.

100 dozen Linen Collars in all the popular shapes, all sizes. Regular values 15c. Sensational Sale Price... **7c**

50 dozen Linen Collars, slightly soiled. Regular values 15c. Sensational Sale Price... **3c**

#### Garters Going the Same Way.

Brighton's Garters, 25c values, made of silk. Sensational Sale Price... **18c**

Boston, silk velvet grip Garters, 50c values, Sensational Sale Price... **37c**

#### Handkerchiefs.

150 dozen Men's white hemstitched handkerchiefs. Regular values 10c, sale price... **3c**

100 dozen Men's 15c Handkerchiefs, sale price... **7c**

50 dozen Men's Colored Bordered Handkerchiefs, very stylish, regular values 25c, sale price... **11c**

Men's white linen, standard 25c Handkerchiefs, sale price... **19c**

Men's very fine silk Handkerchiefs, either plain or initial, suitable for Christmas presents. Regular values 50c, sale price... **33c**

#### Hosiery.

The grandest opportunity of your life. Only the best standard grades are here quoted for less than it costs to import them.

100 dozen Men's black and tan, nice quality hose worth 10c a pair. Sensational sale price... **5c**

50c black and tan Hose worth 15c. Sensational sale price... **9c**

50c and 55c quality black and tan hose, also some with white feet, others fancy. Sensational sale price... **18c**

75c and 85c quality imported hose. Sensational sale price... **37c**

#### Men's Night Gowns and Pajamas at Sensational Sale Prices.

75c gowns, fancy and plain, made of good quality of cambric. Sensational sale price... **38c**

\$1 and \$1.25 Men's gowns, fancy and plain. Sensational sale price... **73c**

\$1.50 and \$2 pajamas, cut full, made in perfect form. Sensational sale price... **1.19**

\$2.50 pajamas very fine quality. Sensational sale price... **1.49**

#### Umbrellas.

Will make a speedy clearance.

\$1 and \$1.50 umbrellas, Sensational sale price... **78c**

\$1 umbrellas, Sensational sale price... **\$1.98**

\$1.50 and \$5 umbrellas, Sensational sale price... **\$3.17**

#### Sweaters for Athletes.

Those who want the best exclusive styles should attend this sale.

50 dozen Men's and Boy's Sweaters worth 50c and 65c. Sensational sale price... **39c**

Men's and Boy's Sweaters, regular values \$1, in all shades. Sensational sale price... **69c**

\$2 and \$2.50 quantities, several shades. Sensational sale price... **\$1.39**

\$3.50 and \$5 grades, fast colors. Sensational sale price... **\$2.49**

\$5 quantities, very best in our stock. Sensational sale price... **\$3.48**

#### Men's Winter Underwear

##### At Sensational Prices.

Fleece lined shirts and drawers, in several different shades, equal to what the others ask 45c for. Our regular price is 50c. Sensational sale price... **38c**

100 dozen halfbrigan shirts and drawers for men who want same weight the year around. Regular values 50c per garment. Sensational sale price... **33c**

All wool red flannel shirts and drawers. Regular price \$1.50 per garment. Sensational sale price... **.89c**

Men's natural wool garments in grey and white. Regular values \$1. Sensational sale price... **.69c**

Men's derby ribbed under garments. Regular values 75c. Sensational sale price... **38c**

Let Nothing Keep  
You Away.  
Music During Sale.

**A SQUARE DEAL TO ALL.**  
All goods marked in plain figures. One price to all. This stock must be sold in ten day's time, regardless of cost of the raw material.

Let Nothing Keep  
You Away.  
Music During Sale.

Any article proving unsatisfactory from any cause whatsoever will be exchanged or money refunded during the sale.

# I. M. MEYER CO.

## PALATKA, FLORIDA.